



## Communications Coordinator

**Contact:** Please send resume & cover letter to:  
South Carolina Council on Competitiveness  
Attn: Kaela Harmon, Communications Manager  
[kharm@sccompetes.org](mailto:kharm@sccompetes.org).

### Who Are We?

We research and publicize the growth of our state and design ways to get the message of South Carolina's business community and major industries out of the Southeast and into the world beyond our borders. Moreover, we collaborate with business leaders, educators, students, parents, and policy makers to transform our schools so that our student graduates are prepared for careers, college, and citizenship. The Council's communications team works with schools; public agencies; cutting-edge aerospace technology manufacturers; major corporations within supply chains; and transportation, distribution, and logistics companies.

The South Carolina Council on Competitiveness was formed in 2004 by a broad-range of stakeholders from the public, private, academic, and nonprofit sectors to help our citizens, our businesses, and our state become more competitive on the global stage. Our work supports economic development efforts across the state through economic research, support for industry clusters, and education and workforce development initiatives.

We're looking for someone who is globally-minded and locally-focused -- someone who puts the emphasis on "creation" in "content creation."

### What Would I Do Every Day?

As our Communications Coordinator, you'll report to the Communications Manager of the South Carolina Council on Competitiveness and assist in the day-to-day management and execution of public relations, marketing, and social media activities.

The Communications Coordinator will:

- Support annual organization strategy and project planning by engaging in semi-annual planning and strategy meetings with the Director of Communications and other staff as needed.
- Develop and implement social media and external content by working with the Director of Communications and industry directors.
- Develop attractive and effective marketing materials for the Council and its initiatives to

further the goals of managing, marketing, and connecting South Carolina's industry clusters.

- Monitor national, state, and local media for industry trends and information relevant to the Council and its initiatives.
- Develop and maintain a media contact list for sharing news from the Council and its initiatives, as well as offering the Council's senior staff as experts for media.
- Coordinate with outside vendors as needed and manage vendor relationships.
- Coordinate with the Council's Project Coordinator to draft, develop, and disseminate marketing and communications materials for each of the Council's initiatives.
- Write, edit, produce, and distribute compelling editorial content, including e-newsletters, web content, and other communications.
- Update and manage the Council's website and initiative websites.
- Create and manage a regular schedule of newsletters and social media content for the Council and its initiatives.
- Design and distribute emails transmitting initiative newsletters, event emails and follows, and other emails as needed.
- Provide on-the-scene and day-of event coordination and support.

### **Our Ideal Candidate Will Have:**

#### A Must –

- Bachelor's degree in communications, marketing, or public relations
- Approximately three (3) years' experience in public relations, marketing, and/or social media
- Strong writing and editing skills
- Solid understanding and experience with AP Style
- Comfort with multi-tasking and working under deadlines
- Familiarity with social media platforms and how to use platforms for marketing, including Facebook, Twitter, and LinkedIn
- Proficiency in Microsoft Office and Google platform (and related products)

#### A Plus!:

- Adobe Creative Suite products
- Graphic design and videography
- WordPress and HTML
- Email marketing platform (*e.g.*, MailChimp, Constant Contact)

### **South Carolina Council on Competitiveness:**

- ❖ [www.sccompetes.org](http://www.sccompetes.org)
- ❖ <http://sccompetes.org/transformsc>
- ❖ [www.sclogisticsindustry.com](http://www.sclogisticsindustry.com)
- ❖ [www.scaerospace.com](http://www.scaerospace.com)